

Page View Information

Below are page view reports for the last several months. This is similar to the page view report each advertiser will receive at the end of each 3 month ad run.

November 1, 2007 - January 31, 2008

Total Page Views	10,254
Visits	1,713
Average Pages/Visit	6.09
Top 10 Pages	
1) Home Page	1,866
2) News Page	1,004
3) Sheriff Report (main page, not individual articles).....	657
4) Photo Gallery Pages	634
5) Video Page	272
6) Obits (main page, not individual listings)	255
7) Births (main page, not individual listings).....	252
8) Advertising Info	248
9) Breaking News	206
10) Fun Page	182

August 1, 2007 - October 31, 2007

Total Page Views	6,554
Visits	1,069
Average Pages/Visit	6.13
Top 10 Pages	
1) Home Page	1,627
2) News Page	894
3) Sheriff Report (main page, not individual articles).....	321
4) Births (main page, not individual listings).....	266
5) Advertising Info	257
6) Government/Organizations Page	154
7) Schools	152
8) Video	143
9) Breaking News	134
10) Fun	116

How to place your ad

First, select which ad you're interested in (A, B, or C). Next rank the web page sections in the order that you'd most like to be included in. This ranking will be used to determine placement when more than one advertiser wants to be in a specific section. If you select ad A, your placement at the top or bottom of the page will be determined by the section ranking if multiple advertisers choose the same section.

VOICE NEWS

*The Independent, Hometown,
Weekly Newspaper of 22 Communities since 1978*

Website Advertising Rates, Policies & Planner

**To get started,
please contact your sales consultant
Linda, Sandi, Patty, Cheryl or Kevin**

www.voicenewsnebraska.com

**PO Box 148 • Hickman • 402-792-2255
voicenews@inebraska.com**

Rates

R.O.S.* - per 1,000 page views	\$12.00
Ad on Home Page per 1,000 page views	\$14.00
Initial Ad Design	FREE
Ad Changes	\$15.00
Link to your website	FREE

*R.O.S = Run of Site

Sizes/Page Locations

Four ad sizes/page locations are available on each webpage.

Sizes are in pixels wide x pixels tall. See sample at right.

Space A	728x90
Space B	160x600
Space C	300x250
Space D	728x90

Run Time

Once started, ads will run in 3 calendar month intervals until advertiser cancels their ad. Advertiser will be charged at the end of each 3 calendar month run. Ad copy can only be changed once each calendar month for an additional charge (see rates above).

Fee Calculation

Total charges for a 3 calendar month ad run will be calculated by multiplying the number of page views of the selected pages by the rate listed above. Advertisers will be provided with a report detailing page view activity for each page their ad appeared during the 3 calendar month time period.

Payment

Payment of the 3 calendar month ad run will be made automatically by credit or debit card at the completion of each 3 calendar month ad run.

Deadlines

Ads must be submitted by 5 p.m. on the 28th of each month for inclusion in the next 3 calendar months of webpages. Ad cancellations must also be made by the 28th for removal from the next 3 calendar months of webpages. Ads CANNOT be cancelled for the current 3 calendar month cycle once the cycle has begun.

VOICE News of Western Otoe, Western Johnson, Northern Gage, Southern Cass & Lancaster Counties

HOME News Photos Video Community Advertising HELP! This Week's Ads

Ad Space A - 728x90

Page Content Goes Here

Ad Space C 300x250

Page Content Goes Here

Ad Space B - 160x600

Ad Space D - 728x90

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108 Locust St. - PO Box 148 - Hickman, NE 68372 - 402-792-2255 - 690 Monroe St. - PO Box 67 - Bennet, NE 68317 - 402-782-6060
voicenews@inebraska.com

Placement

Ads can be selected to run on the following page sections

- Home or Main Page - note additional charge applies - see info at left
- News Pages
- Breaking News Page
- Birth Announcement Pages
- Sheriff Report Pages
- Obituary Pages
- Sports Pages
- Video Pages
- Photo Gallery Pages
- Community Pages
- School/Government Pages, Weather, For Fun, Special Sections, etc.
- Bill's Trophy Shop Pages
- Electronic Subscription Pages - Only 3 size C ads available per page, No A or B
- VOICE News Services Pages
- advertising info, statewide/regional network info, printing services pages, etc.